

WILL 2007

WORKSHOP IN LIBRARY LEADERSHIP

September 26-28, 2007
Kennewick, Washington



DESIGNING our future
together

Special Guests

Robert Spector, journalist and author of *The Nordstrom Way*

A bestselling business author and an international speaker, Robert Spector breaks down the elements of the Nordstrom philosophy and explains how they can be adapted for virtually every kind of organization—including libraries. His national bestseller *The Nordstrom Way: The Inside Story of America's #1 Customer Service Company* spent 17 weeks on the Business Week Bestseller List and was nominated for the Booz Allen Hamilton/Financial Times Global Business Award.

He is also the author of *The Nordstrom Way to Customer Service Excellence: A Handbook for Implementing Great Service in Your Organization*, which updates his original book. His books, *Category Killers: The Retail Revolution and Its Impact on Consumers*; *Amazon.Com: Get Big Fast*; and *Anytime, Anywhere: How the Best Bricks-and-Clicks Businesses Deliver Seamless Service to Their Customers*, have cemented his reputation as an expert on customer service.

He was a featured speaker at the 2004 Public Library Association conference in Seattle.

Glen Hiemstra, Founder and CEO of Futurist.com

An internationally respected futurist, Glen has advised professional, business, and governmental organizations for two decades. The author of *Turning the Future into Revenue* and *Strategic Leadership: Achieving Your Preferred Future*, Glen is a popular speaker who focuses on emerging trends in fields as diverse as science, technology, economics, demographics, energy, the environment, education and transportation. Going beyond simple trend analysis, Glen discusses the opportunity we have to shape the future.

Over the years, he has worked with Microsoft, Boeing, Hewlett Packard, PaineWebber, and Novartis. In his first career, Glen was an award-winning professor and served as a Visiting Scholar at the Human Interface Technology Lab at the University of Washington, which works on virtual and augmented reality technology. He was educated at Whitworth College, the University of Oregon, and the University of Washington.

Jim Connor, Trustee, Board of Trustees, Jefferson County Library, Colorado

As a featured speaker at state library conferences and regional workshops, Jim Connor brings a candid, peer-level approach to his presentations for trustees, mixing humor and a strong message of advocacy. He is a retired 20-year Chamber of Commerce executive and now heads a private consulting service specializing in organization management and community advocacy training, with a focus on board development and advocacy training for public library boards.

In addition to serving his second term on the board of Jefferson County Library in Colorado, Jim serves on the Advisory Team for the Rural Library Sustainability Program for the Bill and Melinda Gates Foundation and has served as a member of the advisory board for the Colorado State Library. Jim was awarded the 2005 Trustee Citation by the American Library Association.

Special Guests

Jeannette Woodward, Consultant, Wind River Library and Nonprofit Consulting

A former academic librarian, Jeannette most recently served as Director of Vista Grand Public Library in New Mexico and Fremont County Library System in Wyoming. Now a consultant, she is the author of *Creating the Customer-Driven Library: Building on the Bookstore Model* in which she examines bookstore successes for ways that libraries can market their services using low or no-cost techniques.

In her book *Countdown to a New Library: Managing the Building Project*, Jeannette reviews the myriad tasks that are a part of the building planning process. Her book provides a blueprint for performing community assessments, estimating capital requirements, and evaluating architects and contractors, as well as planning spaces to support library programs and fund-raising. She helps keep library planners on track and under budget.

She is also the author of *Nonprofit Essentials: Managing Technology* and *What Every Librarian Should Know about Electronic Privacy*.

Laura K. Lee Dellinger, Senior Vice President/Principal, Metropolitan Group

Laura brings more than 20 years of professional experience in all areas of communication, marketing, and public relations. She spearheaded Multnomah County Library's Re-Dedication Campaign, which earned the John Cotton Dana Award for excellence in library public relations as well as the Public Relations Society of America's Silver Anvil for outstanding program of the year. She has presented 19 highly rated workshops for library staff across Washington State. She has worked with libraries as large as King County Library System and as small as Sunset Elementary School Library in Shoreline, Washington.

Laura was a featured speaker for the Public Library Association's 2007 March Symposium. In partnership with PLA, Laura and Metropolitan Group developed a new toolkit to help position libraries as an essential community resource which was introduced at the 2007 American Library Association conference in Washington, D.C.

Daniel Gottlieb, Attorney, Gottlieb, Fisher and Andrews, PLLC

A founding member of Gottlieb, Fisher and Andrews, Dan's practice focuses on municipal bonds, securities law, health care law and library law. He has participated as bond counsel, underwriter's counsel, borrower's counsel or trustee's counsel in hundreds of financings totaling billions of dollars for state and local government entities and Indian tribes in the Pacific Northwest.

A graduate of Columbia University and Harvard Law School, Dan is a frequent speaker on finance topics at local and national seminars. He is the Chair-Elect of the Washington State Access to Justice Board, a past President of the King County Bar Association and a tubaist with the Seattle Symphonic Band.

Chris Peters, Technology Consultant, Washington State Library (WSL)

Chris Peters is currently an Information Technology Consultant at the Washington State Library where he offers advice and troubleshooting tips to librarians throughout the state. He also oversees technology training for WSL and presents frequently on technology topics at state conferences and seminars. He is also E-Rate coordinator for Washington libraries.

Prior to working at the State Library, Chris was a technology trainer and support technician for the Bill and Melinda Gates Foundation's U.S. Libraries Program.

Schedule

Wednesday, September 26

12:00 PM – 9:00 PM **Registration**

1:30 PM – 5:00 PM **Pre-conferences**

Countdown to a New Library

Author Jeanette Woodward outlines the steps to a successful building project and the trustee's role in this process. She covers everything from working with the community to evaluating architects.

Interest-Based Union Negotiating

Kathleen Erskine, Commissioner for the Federal Mediation and Conciliation Service, explains the goals and process of interest-based union negotiating. With this method, libraries in the state have successfully negotiated union contracts in a positive, supportive, and non-adversarial manner. Library trustees will share their experience and advice on this process as well.

6:00 PM – 7:00 PM **Dinner**

7:30 PM – 9:00 PM **Dessert reception and networking with entertainment**

Thursday, September 27

7:00 AM – 8:00 AM **Registration**

Buffet breakfast

8:00 AM – 8:15 AM **Welcome and introductions**

8:15 AM – 8:45 AM **Keynote presentation**

Trustees

ALA Trustee Citation winner and retired Chamber of Commerce executive Jim Connor opens the conference with his inspiring and sobering view on the importance of trustees in public libraries.

9:15 AM – 10:30 AM **Concurrent sessions**

Expanding School-Public Library Cooperation

Libraries of different types share how they are collaborating to promote reading and literacy with all ages of students and adults.

Creating a Vital Library

Author Jeannette Woodward explores ways to rearrange, reorganize and revitalize your library to match the current expectations of your customers.

Evaluate Your Services with the Balanced Scorecard

Dean Marney, Director, and Dan Howard, Assistant Director, of North Central Regional Library present the value and review the method of using the Balanced Scorecard approach to evaluating library services.

Planning for Your Library's Future

Libraries that have used the PLA Planning Process and other planning efforts share their experiences along with tips and suggestions for creating a long range plan.

Schedule

11:00 AM – 12:15 PM **Concurrent sessions**

What You Need to Know About the Law

An experienced Seattle attorney discusses the responsibilities and liabilities of trusteeship, addressing open-meeting laws, privacy, working with government entities, and more.

Selecting a Director

ALA Trustee Citation winner Jim Connor and local trustees and directors share advice and experiences on how to select the right director for your library.

Passing a Successful Bond or Levy Election

Laura K. Lee Dellinger, Senior VP of Metropolitan Group, outlines what it takes to successfully pass a bond or levy lid lift. Local libraries will share their stories.

Update On Filtering

Gary Bortel, Technology Manager from the Washington State Library will facilitate this presentation as we get an update on filtering and the Children's Internet Protection Act at all levels of government.

12:30 PM – 1:45 PM **Lunch**

The Nordstrom Way

Robert Spector, author of the best-selling *The Nordstrom Way* shares the secrets to develop an effective customer-driven organization. His nine management tips will help you energize your library.

2:00 PM – 3:15 PM **Concurrent sessions**

What You Need to Know About the Law

An experienced Seattle attorney discusses the responsibilities and liabilities of trusteeship, addressing open meeting laws, privacy, elections, working with county and city governments, and other legal issues.

Evaluating a Library Director

ALA Trustee Citation winner Jim Connor, with local trustees and directors, discuss evaluation, compensation, correction, and rewarding of directors.

The Welcoming Library

Trustees and local library staff discuss the "hows and whys" of their libraries' programs and services for the ever-changing faces of Washington's communities.

Library Construction: The Nuts & Bolts

Join us for hard-earned tips and advice from many local libraries engaged in recent building projects – both new construction and renovations.

3:30 PM – 4:45 PM **General session**

Say the Right Thing at the Right Time

Laura K. Lee Dellinger, Senior VP of Metropolitan Group, shows how you can effectively tell your library's story to anyone—from the person in the grocery store to your mayor, county commissioner, or senator.

6:00 PM – 7:30 PM **Dinner**

How New Technology Will Affect Your Library

Chris Peters, Technology Consultant for the Washington State Library, will discuss software, hardware, and mobile device trends and the impact they have on libraries, as well as some current best practices.

Schedule

Friday, September 28

8:00 AM – 9:00 AM **Buffet breakfast**

9:00 AM – 10:15 AM **General session**

Lessons From the Future

The next decade or two will bring even more interesting and dramatic developments in the creation, storage, transmission, and accessing of information. We can see that we have not seen anything, yet. What are some forces shaping our future, and more importantly, how can we shape our own futures? Glen Hiemstra, author, futurist, founder of Futurist.com will share his latest thinking on the future and what it means to us.

10:30 AM – 11:45 AM **Concurrent sessions**

Round-Table for Small Libraries

Representatives of small libraries share their experiences and successes on what works in their unique and often challenging situations.

Performance Audits and What They Mean to Libraries

Linda Long, an official representative of the State Auditor's Office, explains performance audits and what libraries can expect in the future.

Deciphering Property Taxes

Local experts Mike Wirt and Patty Duitman reveal and review the intricacies of property taxes, how they affect library budgets, and the latest changes in the law.

Building Successful Friends and Foundations

Friends and Foundations support their libraries in unique ways. Local experts offer guidance on how to work effectively with Friends and Foundations.

12:00 PM– 1:15 PM **Lunch**

Hearing From the Public

Library trustees present a variety of methods for gathering comments and input from the public as well as how to handle public involvement during controversial situations.

Grants & Conference Hotel

Continuing Education Grants

Continuing Education (CE) grants will be again offered by the State Library for trustees to attend the WILL conference. Library staff, friends, and volunteers who assist their library ten or more hours per week are eligible for CE grants, for WILL and other CE events. CE grants can be used to match (you or your library's funds) up to 50% of the total cost of an event up to \$750 per event for individual grants, or up to \$1500 per event for organizational grants. Grants are paid on a reimbursement basis and may be used to help pay for such expenses as registration, travel (including mileage and parking), and lodging. Libraries with more than one staff person attending the same CE event may submit a single Organizational CE Application to cover all attendees. CE grant applications for WILL 2007 must be received by **Tuesday, August 24, 2007**. For more information, visit our website at <http://www.secstate.wa.gov/quicklinks/CE>.

Conference Hotel

The deadline to register for hotel rooms is **Tuesday, August 24, 2007**. Prices and availability are not guaranteed after this date.

Guests are responsible for hotel room reservations. To register at the Red Lion Hotel Columbia Center, call the reservation line at 509.783.0611 and ask for the "2007 Workshop in Library Leadership (WILL)" conference rate. Discounted room rates are \$60.00 per night for a single room and \$70.00 per night for a double room (plus taxes and fees).

Red Lion Hotel Columbia Center
1101 N Columbia Center Blvd
Kennewick, Washington 99336
509.783.0611

Directions to Red Lion Hotel Columbia Center

From I-82 (turns into I-182): Follow to Hwy 240 E, take Columbia Center Blvd Exit. Turn right at light, go one mile, the hotel is on your right just past the Columbia Center Mall.

From Hwy 395: Take the exit to Hwy 240 (Exit #12A). Take the Columbia Center Blvd Exit, turn left at the light, go one mile, the hotel is on your right just past the Columbia Center Mall.

Important Dates for WILL 2007

Aug. 24	Early Bird (discounted) deadline for WILL registration
Aug. 24	Deadline to make hotel reservations with the Red Lion Hotel Columbia Center, Kennewick
	Deadline for submission of CE grant applications
Sept. 7	Final registration deadline for WILL
Sept. 26 - 28	WILL Conference

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Workshop in Library Leadership

WILL is sponsored by the Washington State Library and planned with the assistance of an advisory committee of trustees and library directors from across the state. The workshop is funded in part by participant registration fees but is also heavily subsidized by federal Library Services and Technology Act (LSTA) money and by the donated services of presenters from Washington's library community.

www.secstate.wa.gov/quicklinks/WILL



Workshop in Library Leadership
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